

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Strategic Media Placement LLC
3946 North Hampton Drive
Powell, OH 432065

| | | |
|-----------------------------------------------------|--------------------------------------------|--------------------------------------------------------|
| <u>Contract / Revision</u> 713877 / | | <u>Alt Order #</u> 06316159 |
| <u>Product</u> AKIN FOR SENATE | | |
| <u>Contract Dates</u> 09/16/12 - 09/21/12 | | <u>Estimate #</u> 2694 |
| <u>Advertiser</u> Akin,T/R/Senate | | <u>Original Date / Revision</u> 09/18/12 / 09/18/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KSDK | <u>Account Executive</u> Kristin Waskie | <u>Sales Office</u> Telerep Philadel |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| 1 | KSDK | 09/17/12 | 09/20/12 | NBC Today 7-9A | 7-9A | | :30 | | | | NM | 4 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1111--- | | | | 4 | \$675.00 | 0.00 | | | |
| 2 | KSDK | 09/17/12 | 09/20/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1111--- | | | | 4 | \$1,200.00 | 0.00 | | | |
| 3 | KSDK | 09/17/12 | 09/20/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 2 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWT--- | | | | 2 | \$1,350.00 | 0.00 | | | |
| 4 | KSDK | 09/17/12 | 09/20/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 4 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | 1111--- | | | | 4 | \$1,800.00 | 0.00 | | | |
| D 5 | KSDK | 09/17/12 | 09/20/12 | 6-7a | 6-7A | | :30 | | | | NM | 0 | \$0.00 |
| D 6 | KSDK | 09/17/12 | 09/20/12 | 5-6a | 5-6A | | :30 | | | | NM | 0 | \$0.00 |
| 7 | KSDK | 09/17/12 | 09/20/12 | News at 10am | 10-11A | | :30 | | | | NM | 3 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWT--- | | | | 3 | \$150.00 | 0.00 | | | |
| 8 | KSDK | 09/17/12 | 09/20/12 | Today Show III | 11A-12P | | :30 | | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWT--- | | | | 1 | \$200.00 | 0.00 | | | |
| 9 | KSDK | 09/17/12 | 09/20/12 | Ellen | 3-4p | | :30 | | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWT--- | | | | 1 | \$450.00 | 0.00 | | | |
| N 10 | KSDK | 09/16/12 | 09/16/12 | Sun 6-7A | 6-7A | | :30 | | | | NM | 2 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | | | 1 | \$175.00 | 0.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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|---------------|-------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|---------------------|---------------|-------------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KSDK | 09/10/12-09/16/12 | Sun 6-7A | 6-7A | -----Su | :30 | | \$175.00 | 0.00 | NM | | |
| | | | See MG 10.2, 10.3 | | | | | | | | | | |
| | 2 | KSDK | 09/19/12-09/21/12 | News at 10am | 10-11A | ---WThF--- | :30 | | \$150.00 | 0.00 | NM | | |
| | | Ⓜ | MG for 10.1 09/16 | | | | | | | | | | |
| | 3 | KSDK | 09/19/12-09/21/12 | 4-5A | 4-5A | ---WThF--- | :30 | | \$25.00 | 0.00 | NM | | |
| | | Ⓜ | MG for 10.1 09/16 | | | | | | | | | | |
| Totals | | | | | | | | | | 0.00 | | 21 | \$18,675.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 08/27/12 - 09/21/12 | 21 | \$18,675.00 | \$15,873.75 |
| Totals | 21 | \$18,675.00 | \$15,873.75 |

Signature: _____ **Date:** _____

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